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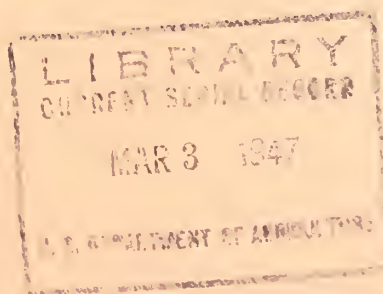
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OUTLOOK CHARTS

FARM
FAMILY
LIVING



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS

DECEMBER • 1945



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INTRODUCTION

How many farm families have low incomes? How did incomes change during the war? What's been happening and what is going to happen to prices for food, clothing, furnishings? How have wartime shortages affected family living? What causes families to spend the way they do?

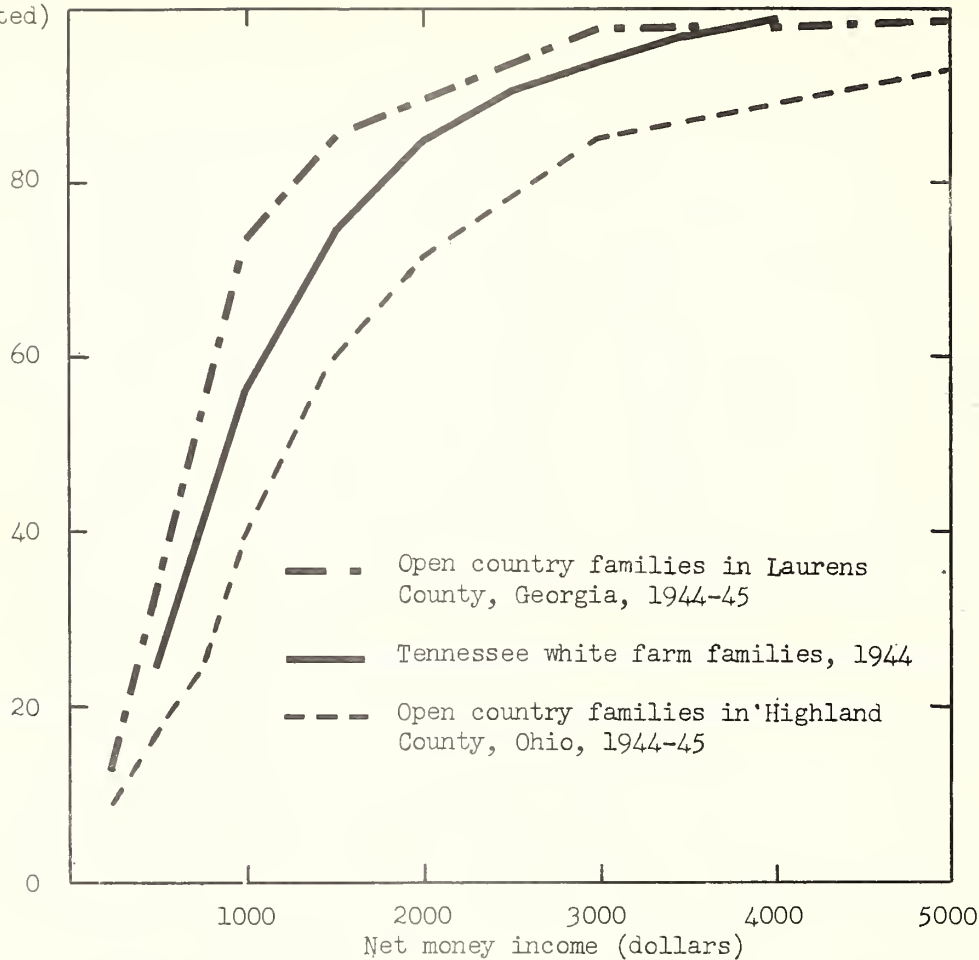
Complete statistical answers cannot be given to all these and similar questions, but factual evidence can be found which gives us some clues. They can be used to check our individual experience of what has happened to income, prices, food, clothing and housing during the war.

Evidence has been drawn from various sources: from sample studies of income and expenditures made by the Bureau of Human Nutrition and Home Economics; from the Bureau of Agricultural Economics; and from publications of other government agencies--the Department of Labor, the Department of Commerce, and the War Production Board. The facts have been presented in chart form, so that as sharp and clear impressions as possible may be gained of changes in income and prices, of home produced food, home canning and enrichment as factors in improving diets; of where clothing shortages have been most strongly felt; of developments with respect to housing.

Many charts of interest to consumers as well as to agricultural producers may also be found in the 1946 Agricultural Outlook chart book prepared by the Bureau of Agricultural Economics.

Percentage
of families
(cumulated)

MANY RURAL FAMILIES HAVE LOW INCOMES



Studies made by the Bureau of Human Nutrition and Home Economics show that in spite of wartime prosperity many families in rural areas still have low incomes. Of white families living on Tennessee farms almost three-fifths had net money incomes of \$1,000 or less in 1944. Almost one-fourth had incomes of \$500 or less. In Laurens County, Georgia, almost three-fourths of the families living in open country had net money incomes of \$1,000 or less in 1944-45 and almost a third had incomes of \$500 or less. Incomes are somewhat higher in Highland County, Ohio. More than three-fifths of the families living in open country had incomes over \$1,000, less than one-fifth had incomes under \$500.

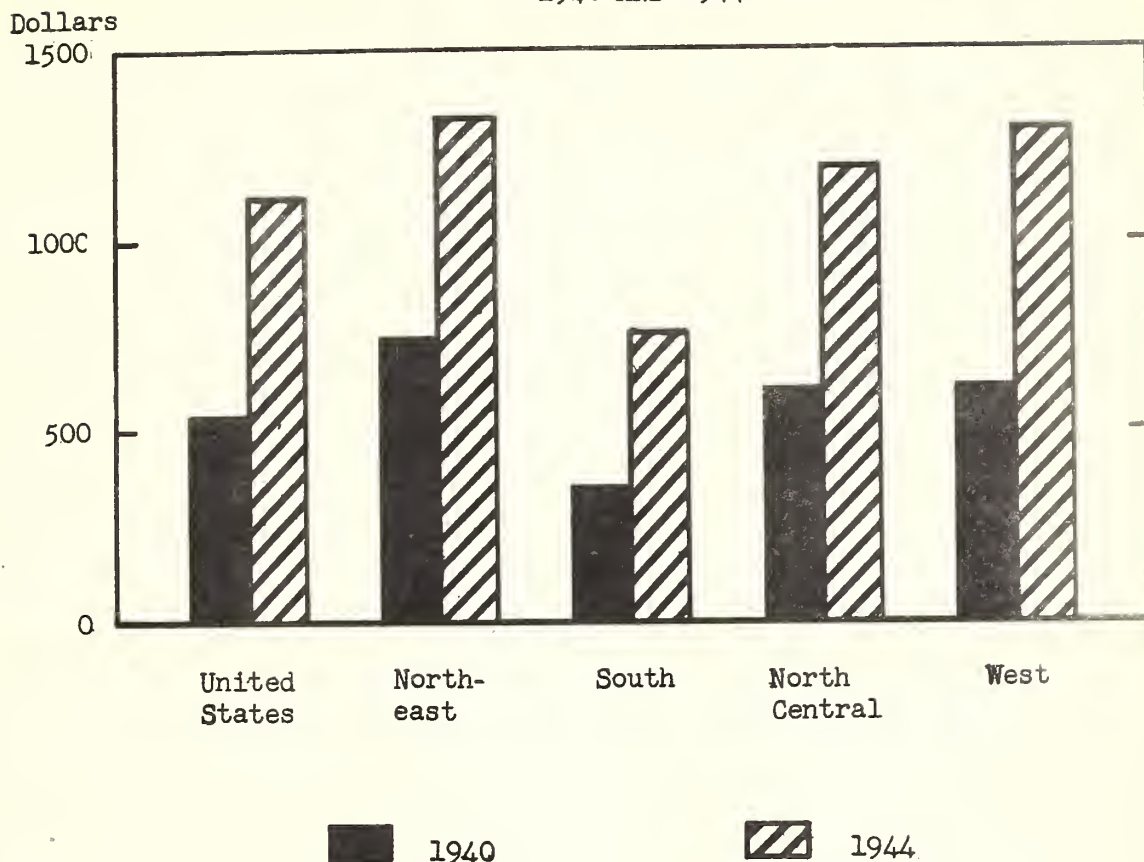
Income distributions of farm families

Annual net money income (dollars)	Percentage of families having less than specified income in -		
	Tennessee 1/	Laurens County, Georgia 2/	Highland County, Ohio 2/
	Percent	Percent	Percent
250.....	-	13.6	8.9
500.....	24.2	31.4	17.2
750.....	-	56.8	24.1
1,000....	56.0	73.8	39.3
1,500....	74.2	84.8	60.0
2,000....	84.4	89.0	71.7
2,500....	90.4	-	-
3,000....	94.0	97.5	85.5
3,500....	96.6	-	-
4,000....	98.7	-	-
5,000....	-	99.2	93.1

1/ Unpublished data from Study of Adjustments of Rural Families to Economic Change. Covers white families living on farms; income for calendar year 1944.

2/ Unpublished data from Surveys of Food Consumption by Open Country Families in Laurens County, Georgia, and Highland County, Ohio. Income is for a 12-month period between January 1, 1944 and June 30, 1945.

PER CAPITA INCOME, BY REGION
1940 AND 1944



Although per capita income in the South was lower than in the other regions in 1944 as well as in 1940, the increase of 122 percent between these two years was greater than the increases occurring in any other region. The percentage increase in income was also high in the West.

Per capita income ^{1/} in 1940 and 1944, and the percentage change in income, by region

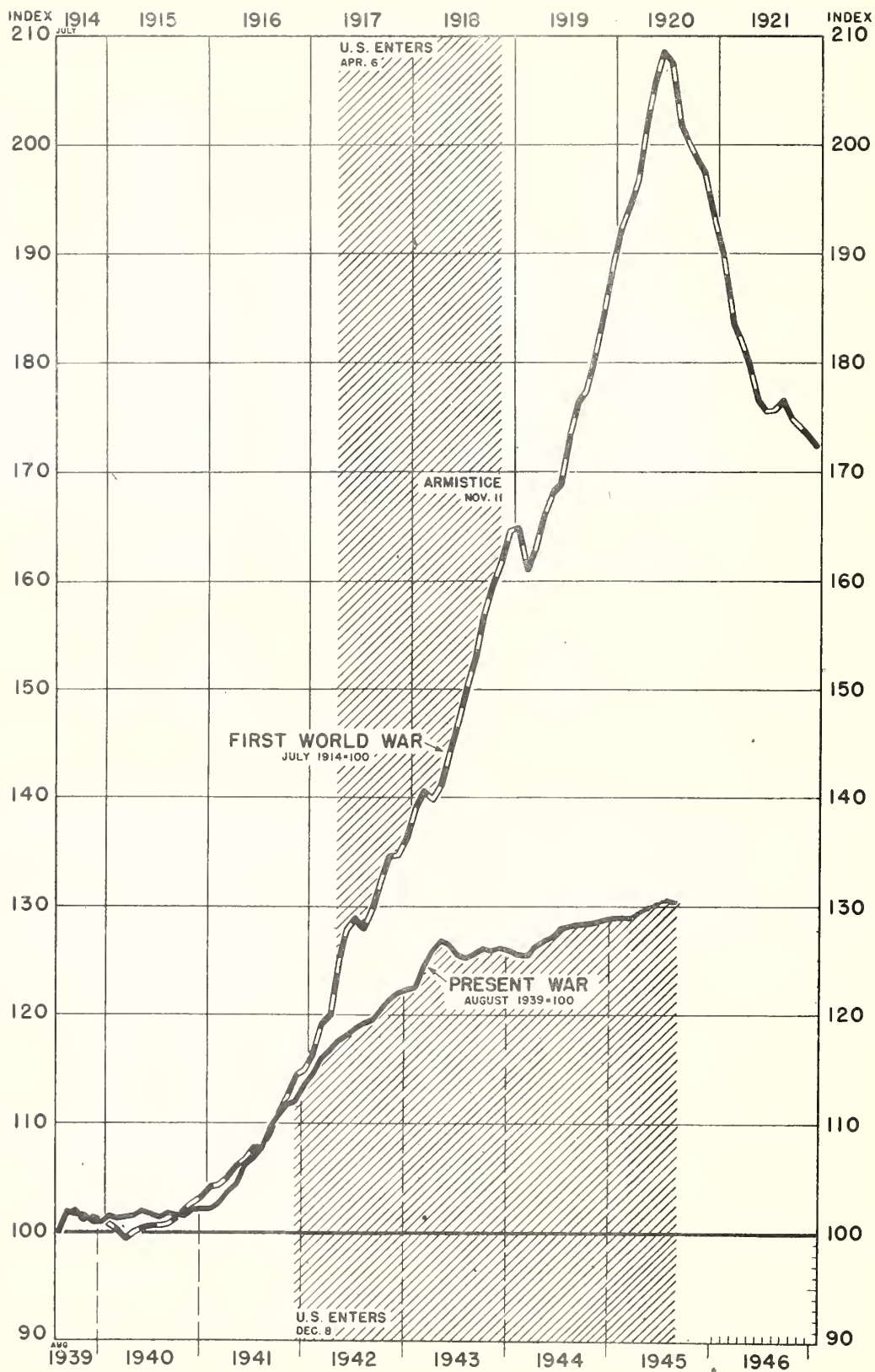
Region	Per capita income ^{1/}		Change in income
	1940	1944	1940 - 1944
	Dollars	Dollars	Percent
United States	575	1,117	94.3
Northeast....	746	1,323	77.3
South.....	342	760	122.2
North Central	605	1,192	97.0
West.....	623	1,289	106.9

^{1/} Income payments to individuals.

Source: Department of Commerce.

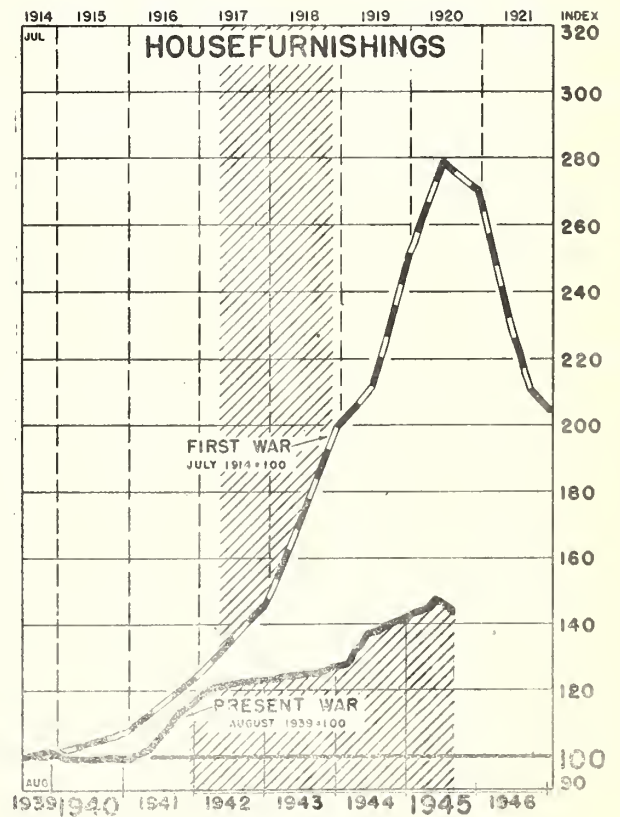
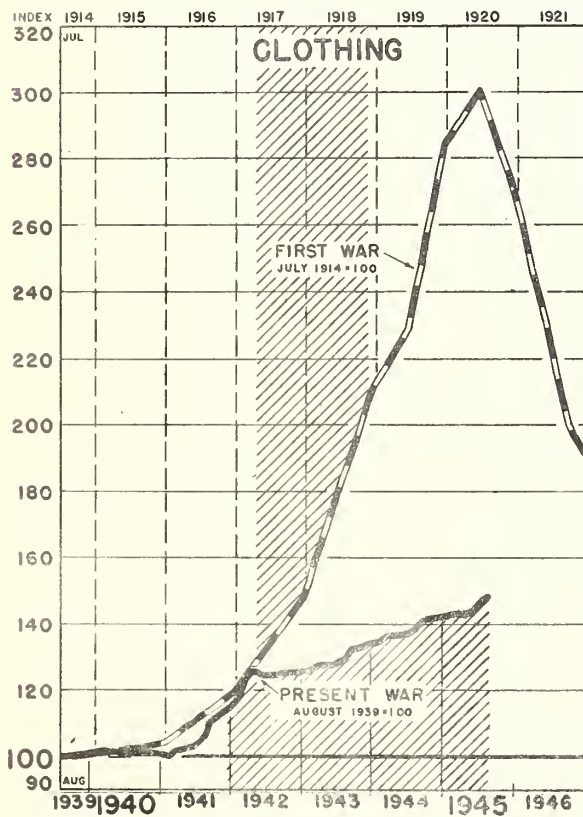
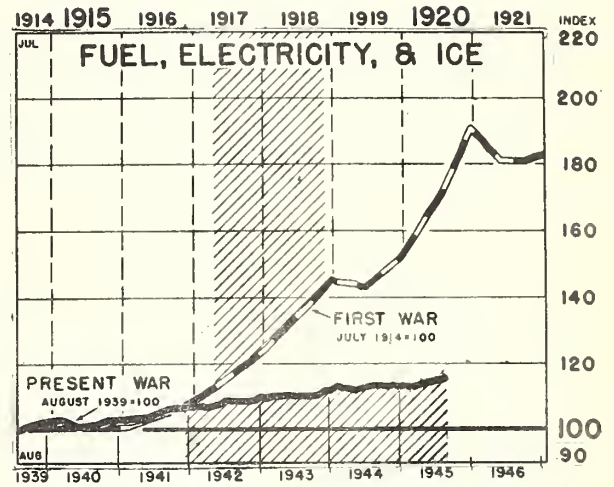
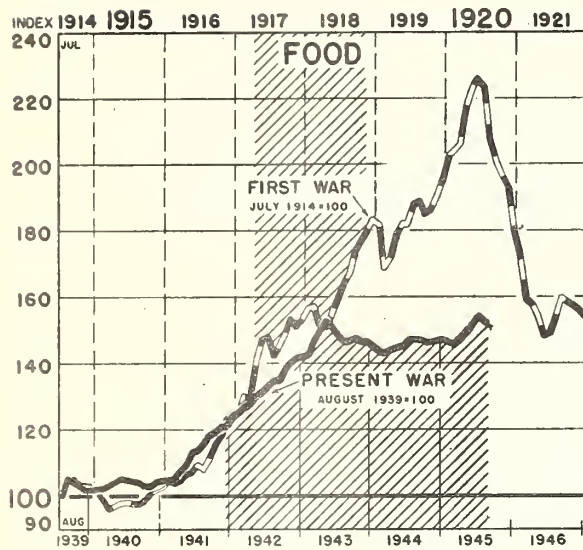
THE COST OF LIVING IN WORLD WAR I AND WORLD WAR II

Bureau of Labor Statistics Cost of Living Index



THE COST OF LIVING IN WORLD WAR I AND WORLD WAR II

Bureau of Labor Statistics Cost of Living Index



THE COST OF LIVING IN WORLD WAR I AND WORLD WAR II

War and immediate postwar years have historically been periods of price inflation. Is this also to be true of World War II? The charts prepared by the Bureau of Labor Statistics trace the movements in the cost of living in large cities from July 1914 through December 1921, and compares them with the changes that have taken place since August 1939. Three points stand out strikingly: (1) The similarity of the

World War I and World War II movements up to the end of 1916 and 1941, respectively, (2) the much more rapid rise thereafter in cost of living in World War I than in World War II, (3) the fact that cost of living rose as sharply for a year and a half after the close of World War I as during the war period itself, a rise that was followed by a sharp drop.

Bureau of Labor Statistics Cost of Living Index Averages for Large Cities in the United States

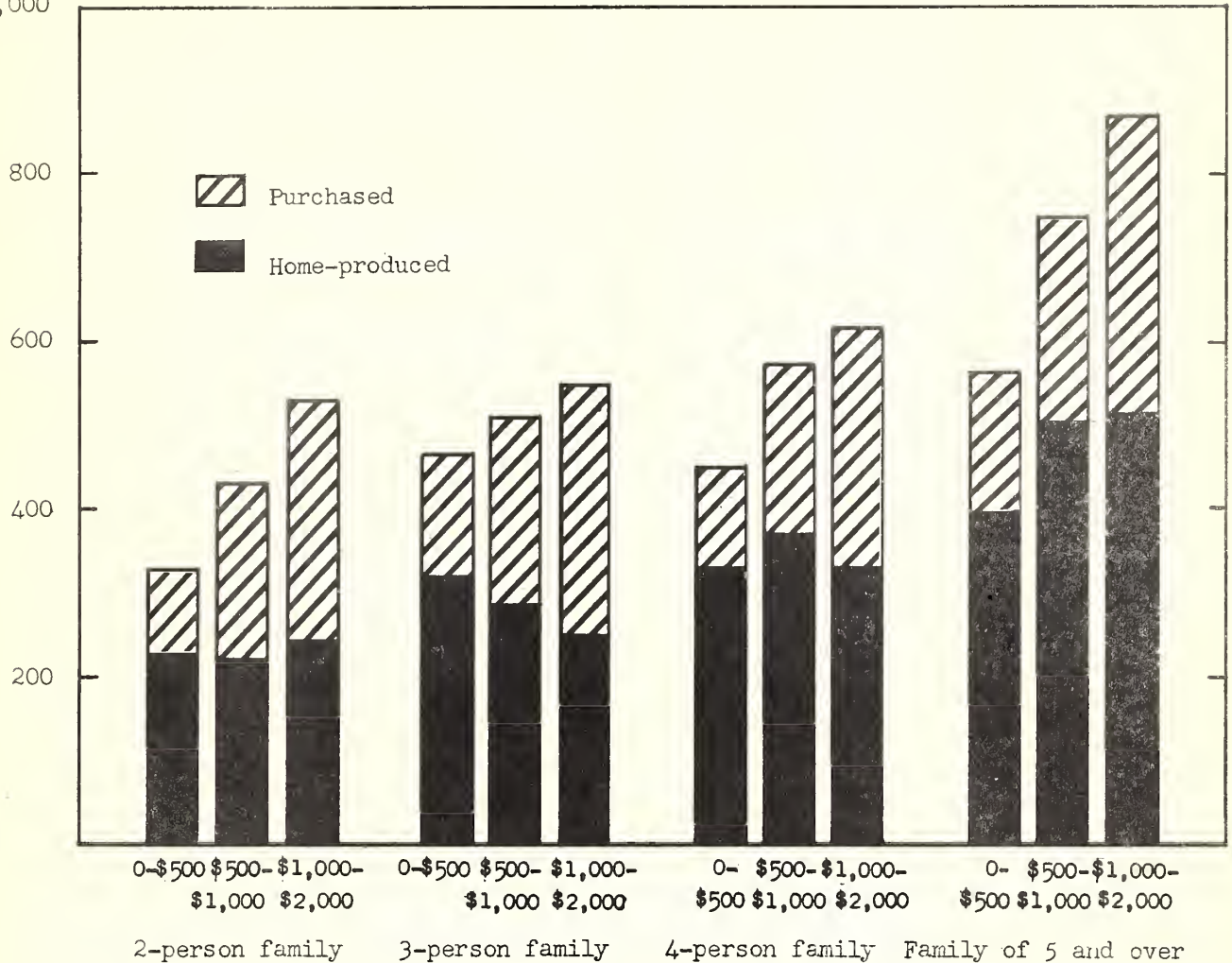
Index numbers

Year and month	All items	Food	Clothing	House furnish- ings	Fuel, electricity	Miscel- laneous
World War I (July 1914 = 100)						
1914.....	100.1	100.1	100.0	99.8	100.0	99.8
1915.....	101.0	99.0	102.3	104.6	100.3	103.1
1916.....	108.6	111.1	112.2	116.6	104.3	108.3
1917.....	127.7	143.1	134.8	136.2	116.2	125.2
1918.....	149.9	164.5	182.7	175.0	135.2	149.6
1919.....	172.7	183.4	241.7	220.6	146.2	168.5
1920.....	199.8	206.6	288.0	270.7	171.6	193.3
1921.....	177.9	157.0	221.8	227.8	183.0	220.6
World War II (August 1939 = 100)						
1939.....	100.8	101.8	100.2	100.7	101.5	100.3
1940.....	101.5	103.3	101.4	99.9	102.3	100.7
1941.....	106.7	112.8	106.0	106.7	104.8	103.6
1942.....	118.2	132.5	123.8	121.5	108.1	110.5
1943.....	125.3	147.6	129.3	124.9	110.5	115.4
1944.....	127.3	145.6	138.4	135.6	112.6	120.8
1945 January 15	128.9	146.8	142.6	142.7	112.5	122.8
February 15	128.7	146.0	142.9	143.1	112.8	122.9
March 15	128.6	145.3	143.3	143.6	112.8	123.1
April 15	128.9	146.1	143.7	144.0	112.6	123.3
May 15	129.9	148.5	144.2	144.5	112.8	123.4
June 15	130.8	150.0	145.0	144.9	112.8	123.5
July 15	131.3	151.6	145.3	144.4	114.0	123.7
August 15	131.1	150.7	145.8	144.6	114.2	123.9

Source: U. S. Department of Labor.

VALUE OF PURCHASED AND HOME-PRODUCED FOOD OF RURAL FARM FAMILIES IN 1941
BY FAMILY SIZE AND INCOME CLASS

Dollars
\$1,000



For farm families home production of food increases markedly with family size but not with net money income. Expenditures for food increase with income but are little affected by family size.

Value of purchased and home-produced ^{1/} food of rural farm families in 1941, by family size and income

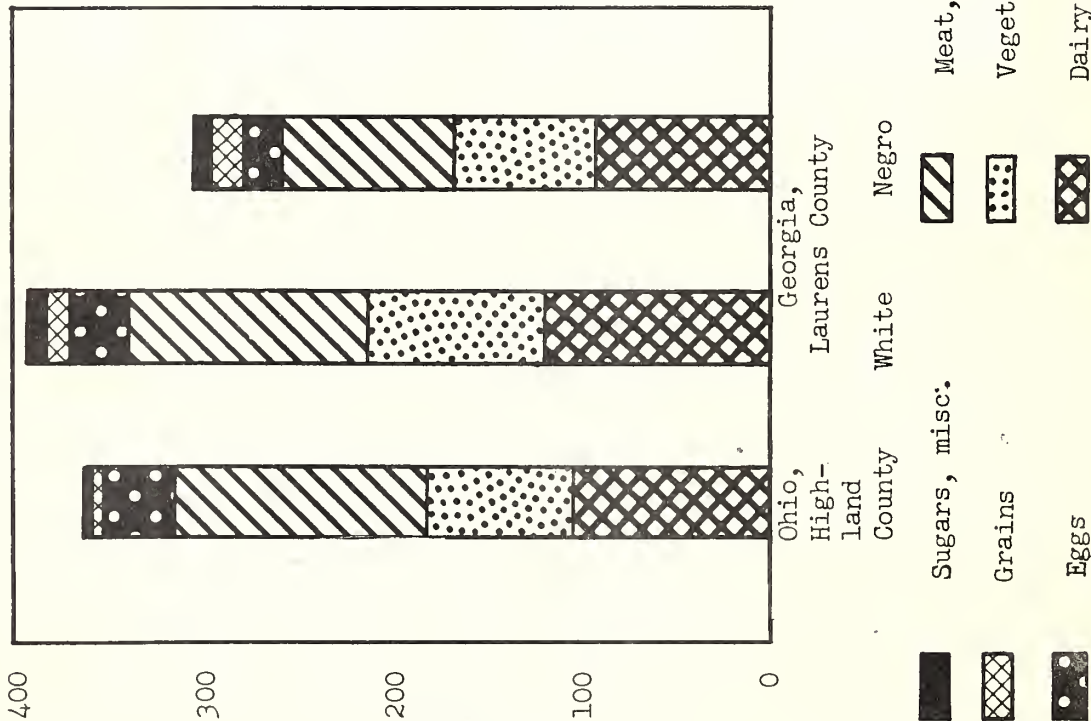
Money income class	2-person family		3-person family		4-person family		Family of 5 and over	
	Pur-chased	Home-pro-duced	Pur-chased	Home-pro-duced	Pur-chased	Home-pro-duced	Pur-chased	Home-pro-duced
\$0-\$500.....	\$103	\$230	\$159	\$311	\$123	\$333	\$163	\$397
\$500-\$1,000..	212	225	218	293	204	372	245	501
\$1,000-\$2,000	289	242	294	257	279	333	359	512

^{1/} Includes food received as gift, pay, or relief.

Source: Unpublished data from study of Rural Spending and Saving in Wartime.

MONEY VALUE OF HOME-PRODUCED FOOD OF FARM
FAMILIES IN OHIO AND GEORGIA, BY FOOD
GROUPS, 1944-45

Dollars
per family
per year



In 1944-45 the annual money value of home-produced food of white farm families in Laurens County, Georgia, was \$397, as compared with \$309 for Negro families; in Highland County, Ohio, the value was \$362. These figures have not been standardized with respect to family size and income. They, as well as region and race may partly explain differences in the reported value of home-produced food.

The value of meats, poultry, and fish was greater in Ohio than in Georgia; whereas that of vegetables, fruits, and of grains and sugars were greater in Georgia. Dairy products as a proportion of the total amounted to about 30 percent in each of the three groups of families.

Money value of home-produced food per family, per year of Ohio and Georgia (white and Negro) farm families, by food groups, 1944-45

Food group	Ohio Dollars	Georgia	
		White Dollars	Negro Dollars
Total.....	362	397	309
Meat, poultry, fish....	140	130	90
Dairy products.....	106	120	91
Vegetables, fruit.....	76	92	82
Eggs.....	38	32	21
Other.....	2	23	25
Grains.....	1	14	16
Sugars, miscellaneous	1	9	9

Source: Unpublished data from Surveys of Food Consumption by Open Country Families in Highland County, Ohio, and Laurens County, Georgia.

MORE HOME CANNING MEANS BETTER DIETS FOR FARM FAMILIES

Home-canned
quarts of food
per person
per year

Families with
good diets

Families with
fair diets

Families with
poor diets

North and West white families

40 to 80



80 and over



Southeast white families

40 to 80



80 and over



Each symbol represents 10 percent of the families at each level of home canning.

Home canning increases the likelihood of good diets. In the North and West among farm families that canned 40 to 80 quarts of food per person per year in 1935-36, 44 percent had "Good" diets; when the home canning amounted to 80 quarts and over per person per year 56 percent of the families had "Good" diets. In the Southeast among white families canning 40 to 80 quarts per person per year 48 percent had "Good diets; the proportion rose to 63 percent when 80 quarts and over were canned per person per year. 100 quarts of home-canned fruits and vegetables per person per year are generally recommended by nutritionists for farm families.

Percentage of farm families having specified quality of diets, by quantity of food canned per capita, 1935-36

Quarts of home-canned food, per capita	Quality of diet 1/		
	Good	Fair	Poor
North and West white families			
	Percent	Percent	Percent
40 to 80.....	44	45	11
80 and over....	56	34	10
Southeast white families			
	Percent	Percent	Percent
40 to 80.....	48	24	28
80 and over....	63	34	3

1/ A "Good" diet provides the quantities of each nutrient recommended by the National Research Council. A "Fair" diet provides approximately two-thirds of the recommended allowance. A "Poor" diet fails to meet the specifications for a "Fair" diet in one or more nutrients.

Source: Consumer Purchases Study, 1935-36.

ENRICHMENT OF FLOUR AND BREAD MEANS BETTER DIETS FOR FARM FAMILIES
Southeast White Families

Money income per person per year	Diet if	Families with good diets	Families with fair diets	Families with poor diets
\$100 or less	Not enriched			
	Enriched			
\$100 - 300	Not enriched			
	Enriched			
\$300 - 500	Not enriched			
	Enriched			

Each symbol represents 10 percent of the families at each income level.

In 1935-36 there was no enrichment of flour and bread but if the present levels of enrichment had been in effect at that time more farm families would have had "Good" diets. The improvement in the diets due to enrichment would have been most marked for low-income families. For Southeast white families with incomes under \$100 per person per year the percentage of families with "Good" diets would have been 40 percent instead of 28 percent had flour and bread been enriched. For those with incomes from \$100 to \$300 per person per year the percentage with "Good" diets would have been 49 percent instead of 39 percent. There would have been a less marked improvement for families having incomes of \$300 to \$500 per person per year, 64 percent having "Good" diets instead of 60 percent. For all incomes the number of "Poor" diets would have decreased if enrichment of the diet had occurred.

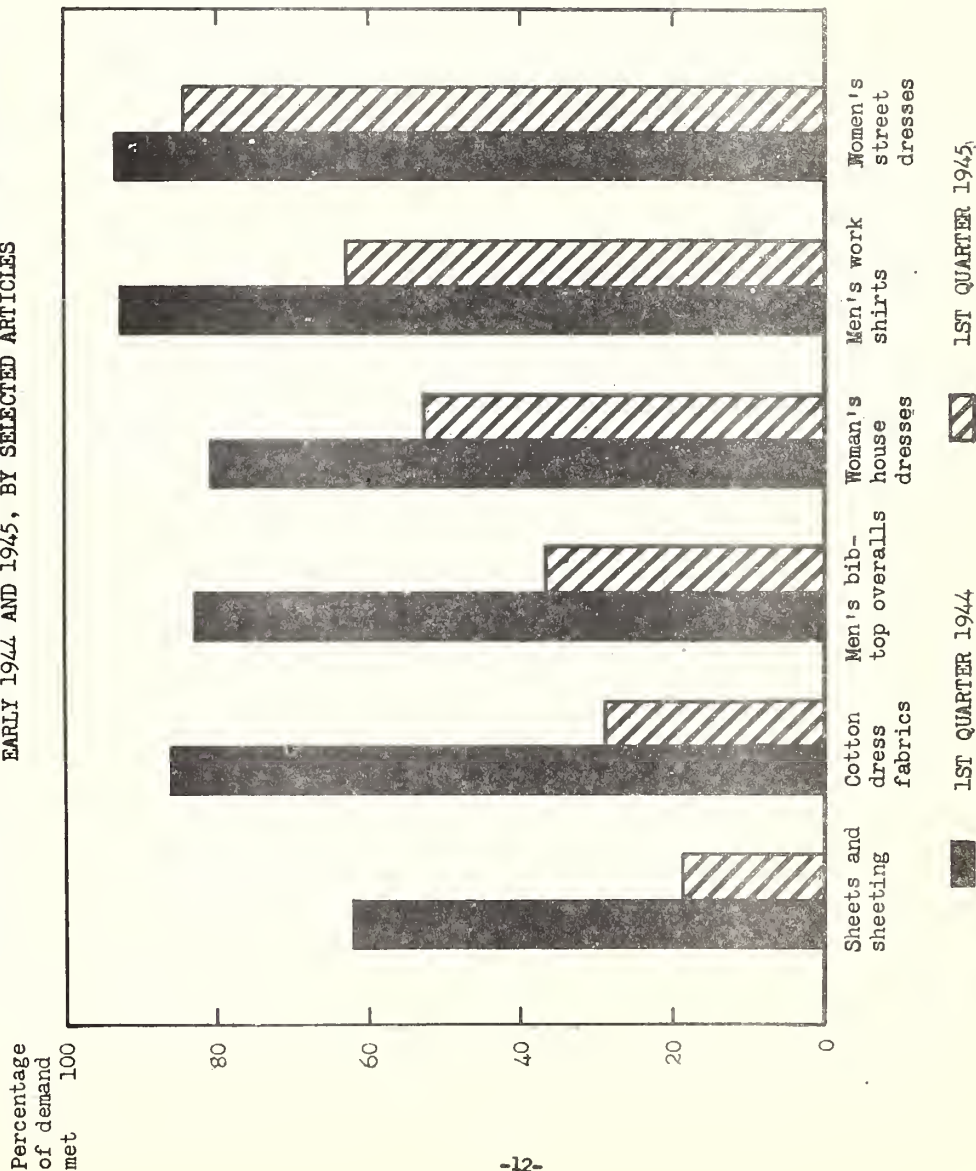
Percentage of Southeast white farm families having specified quality of diet, with and without enrichment of flour and bread, by per capita money income, 1935-36

Per capita money income (dollars)	Quality of diet 1/											
	Good			Fair			Poor					
	En-riched			En-riched			En-riched					
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Under 100.	40	28	34	40	26	32						
100 - 300.	49	39	33	37	18	24						
300 - 500	64	60	24	20	12	20						

1/ A "Good" diet provides the quantities of each nutrient recommended by the National Research Council. A "Fair" diet provides approximately two-thirds of the recommended allowance. A "Poor" diet fails to meet the specifications for a "Fair" diet in one or more nutrients.

Source: Consumer Purchases Study 1935-36.

EXTENT TO WHICH FAMILIES WERE ABLE TO BUY TEXTILES AND CLOTHING DEMANDED,
EARLY 1944 AND 1945, BY SELECTED ARTICLES



Between the first quarter of 1944 and the first quarter of 1945, the shortage of clothing and textiles increased. It increased more rapidly for some things than for others. In early 1944 housewives were able to find 62 percent of the sheets and sheeting they wanted. A year later, however, only 19 percent of the demand was met. For cotton dress fabrics in the first quarter of 1944, 86 percent of the demand was met; a year later, only 29 percent. Women's house dresses and men's work clothes were likewise much more scarce in early 1945. For boys' corduroy trousers, knickers, and overalls and women's street dresses and woven rayon slips increased shortages occurred, but not to such an extent as for the other things.

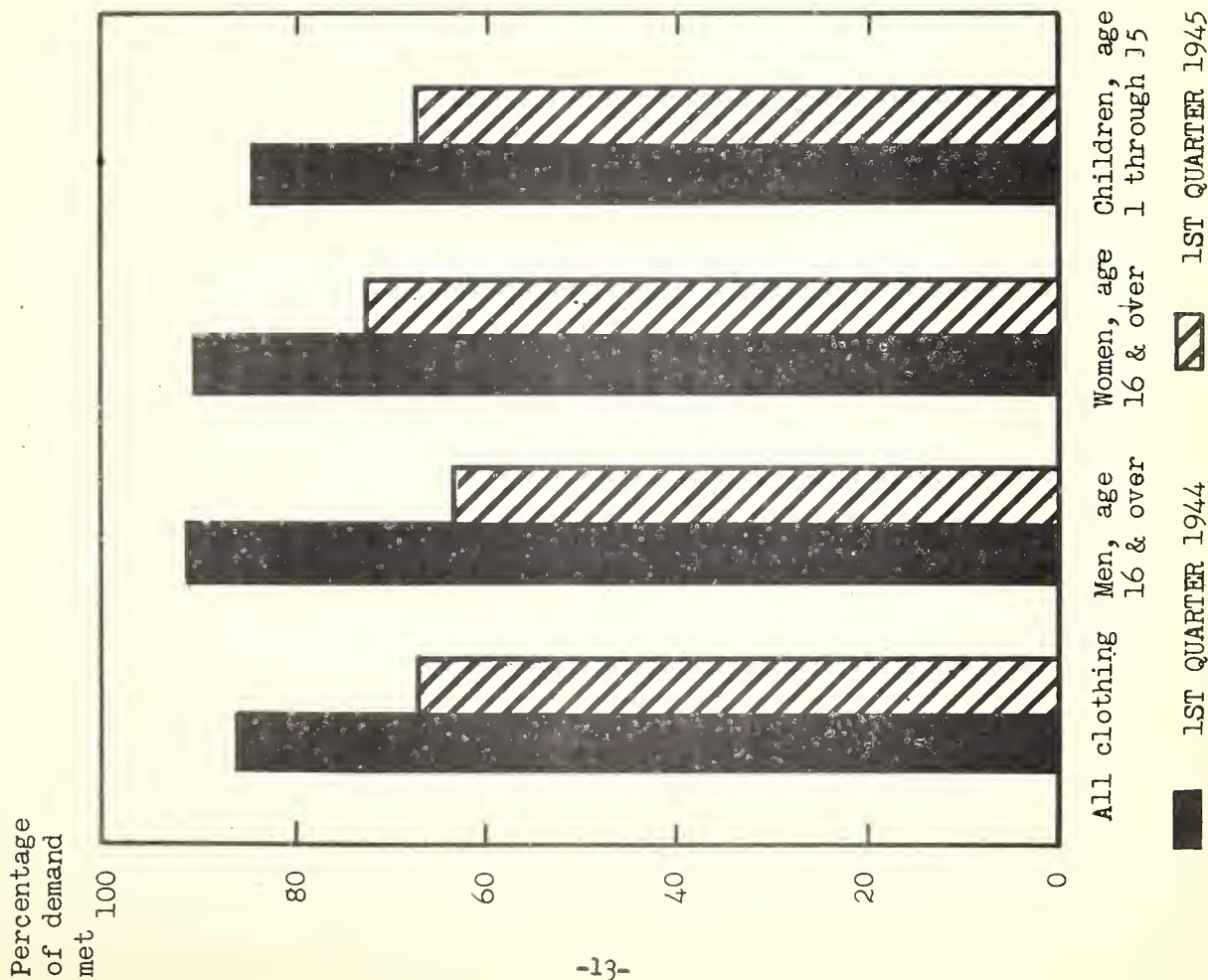
Accumulation of unsatisfied needs during the year as well as decreased production may have accounted for the increase in shortages between 1944 and 1945 shown here for various articles, and in the next chart for clothing for different age-sex groups.

Percentage of demand met - comparable items in 1944 and 1945

Article	1st quarter 1944	1st quarter 1945
	Percent	Percent
Sheets and sheeting.....	62	19
Cotton dress fabrics.....	86	29
Men's bib-top overalls.....	83	37
Woman's house dresses.....	81	53
Men's work shirts.....	93	63
Women's street dresses.....	93	84

Source: War Production Board, Civilian Surveys
Division Bulletin, Series T, No. 18.

EXTENT TO WHICH FAMILIES WERE ABLE TO BUY CLOTHING
DEMANDED, EARLY 1944 AND 1945, BY DIFFERENT AGE GROUPS



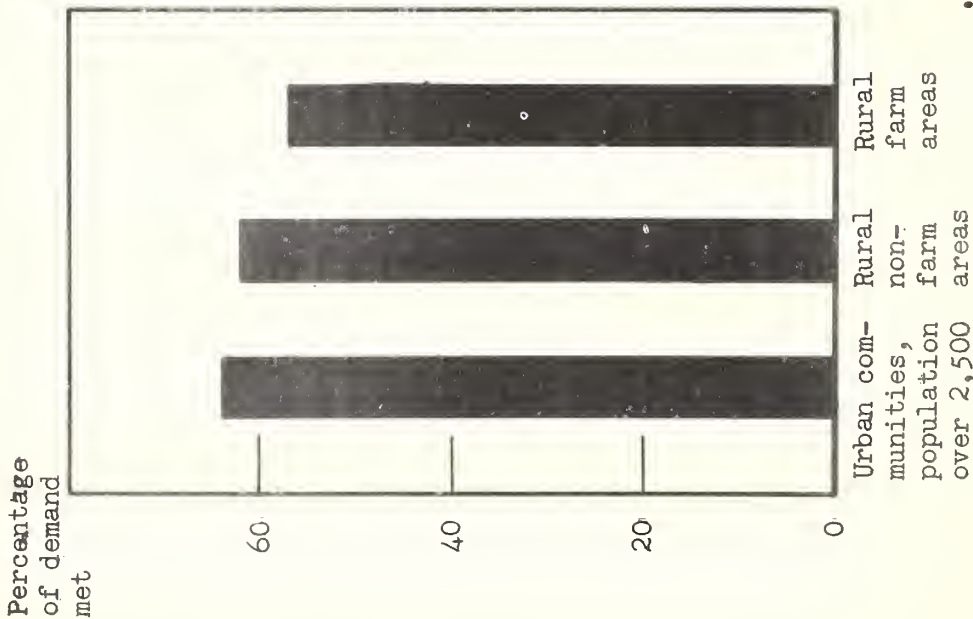
Clothing supplies for all age and sex groups were more scarce early in 1945 than in early 1944. There was, however, some shift during the year in the relative supplies of clothing available for men, women, and children. Men's clothing supplies became more scarce. In early 1944, 91 percent of the men's clothing wanted was available. In early 1945, however, only 63 percent of the demand could be met. In contrast, mothers attempting to buy children's clothing were able to find 67 percent of what they wanted in early 1945 as compared to 84 percent in early 1944.

Percentage of demand met - comparable items by age and sex group, in 1944 and 1945

Age and sex group	1st quarter 1944	1st quarter 1945
	Percent	Percent
All clothing.....	86	67
Men, age 16 and over.....	91	63
Women, age 16 and over....	90	72
Children, age 1 through 15	84	67

Source: War Production Board, Civilian Surveys Division Bulletin, Series T, No. 18.

EXTENT TO WHICH FAMILIES WERE
ABLE TO BUY CLOTHING DEMANDED
EARLY 1945, BY TYPE OF COMMUNITY



NON-METROPOLITAN COUNTIES

Early in 1945 success in obtaining clothing was greater in large than small communities. In other words, families in rural farm areas had greatest difficulty in finding the clothing they sought to buy. Farm families far from very large cities got only 57 percent of the clothing they tried to buy. Those in nonfarm areas and communities over 2,500 population, also remote from very large cities, obtained 62 percent and 64 percent, respectively.

Differences in consumer income as well as in supplies in the various areas may have accounted for the differences in the shortages shown here for several types of community and in the next chart for several regions.

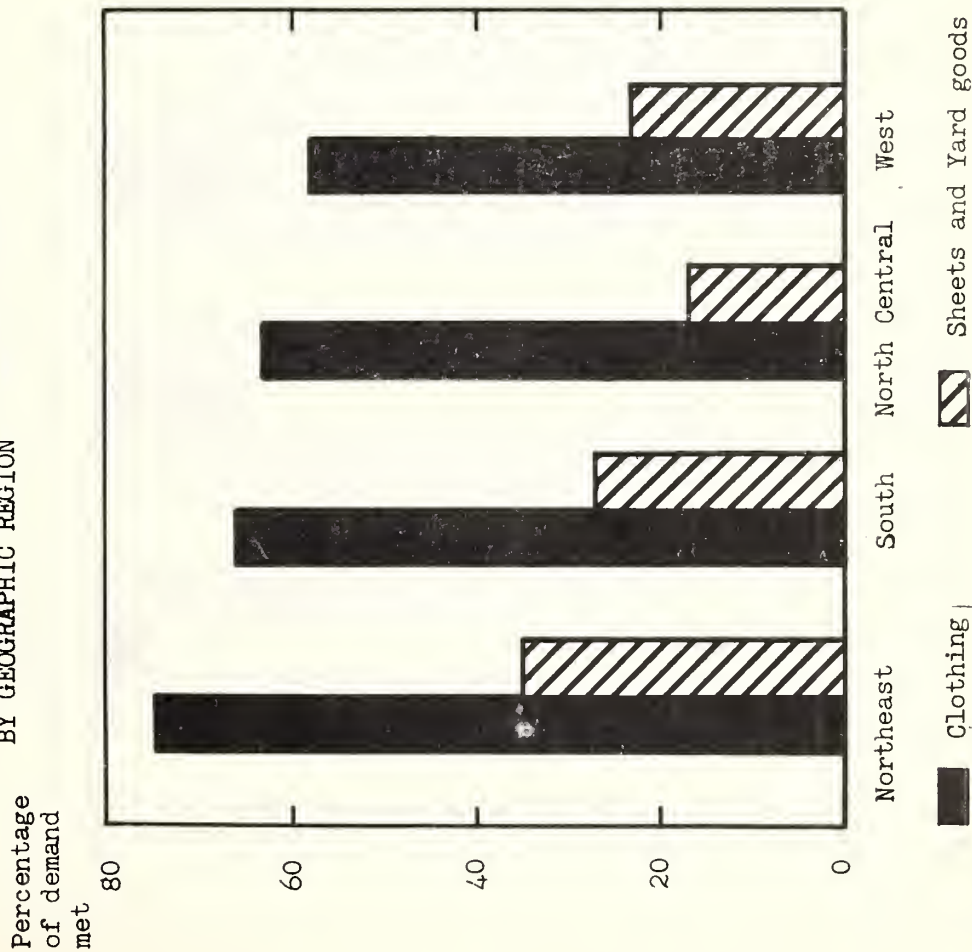
Percentage of demand met for clothing in non-metropolitan communities, 1st. quarter of 1945

Type of community	Percent
Urban communities, population over 2,500.....	64
Rural nonfarm areas.....	62
Rural farm areas.....	57

Source: War Production Board, Civilian Surveys Division Bulletin, Series T, No. 18.

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EXTENT TO WHICH FAMILIES WERE ABLE TO BUY
CLOTHING AND TEXTILES DEMANDED, EARLY 1945,
BY GEOGRAPHIC REGION



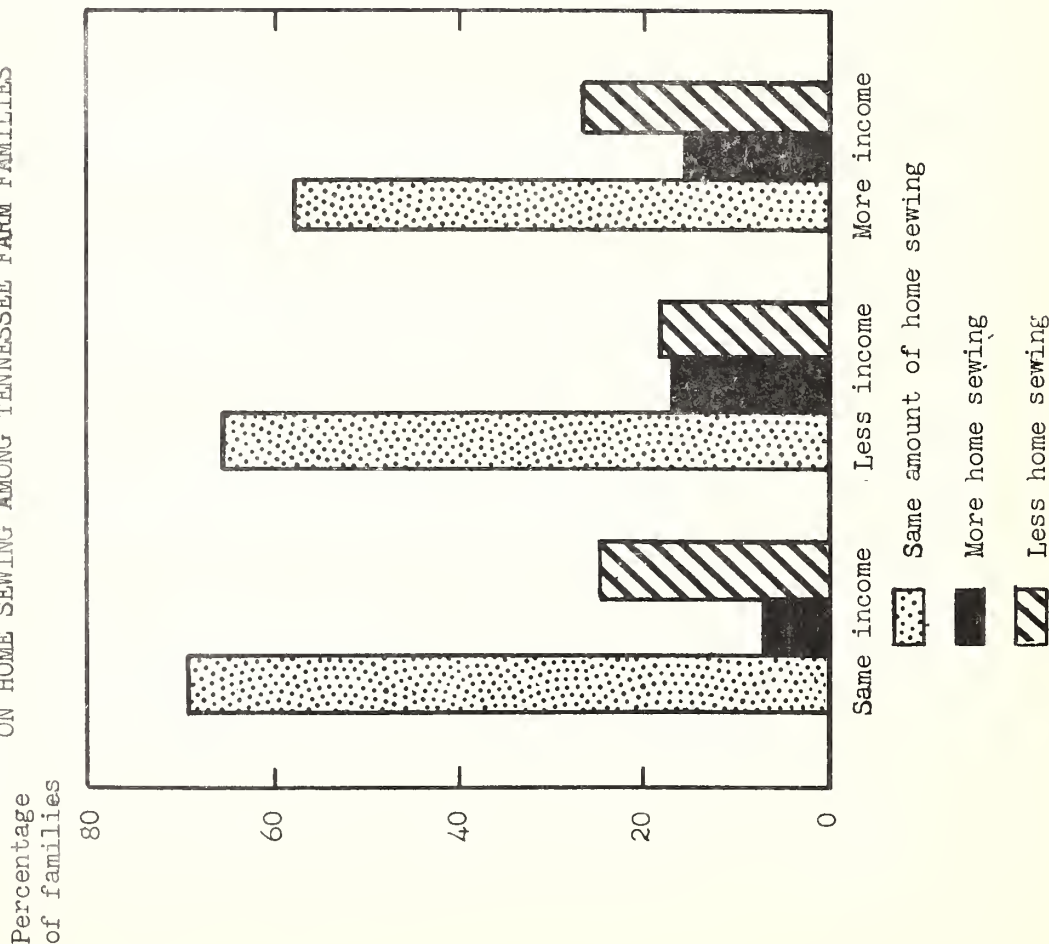
Early in 1945 families living in the Northeastern section of the United States had less difficulty in obtaining clothing, sheets and yard goods than did those in other regions of the country. Those in the South had somewhat more difficulty in meeting their demand but less than in the North Central and in the West. In the Western States families obtained only 58 percent of the clothing and 23 percent of the sheets and yard goods they tried to buy. The shortage of sheets and yard goods was even greater in the North Central States where only 17 percent of the demand was met.

Percentage of demand met by geographic regions in the 1st quarter of 1945

Article	North-east	South	North Central	West
	Percent	Percent	Percent	Percent
Sheets and yard goods.	35	27	17	23
Clothing.....	75	66	63	58

Source: War Production Board, Civilian Surveys Division Bulletin, Series T, No. 18.

EFFECT OF CHANGE IN INCOME FROM 1943 to 1944
ON HOME SEWING AMONG TENNESSEE FARM FAMILIES



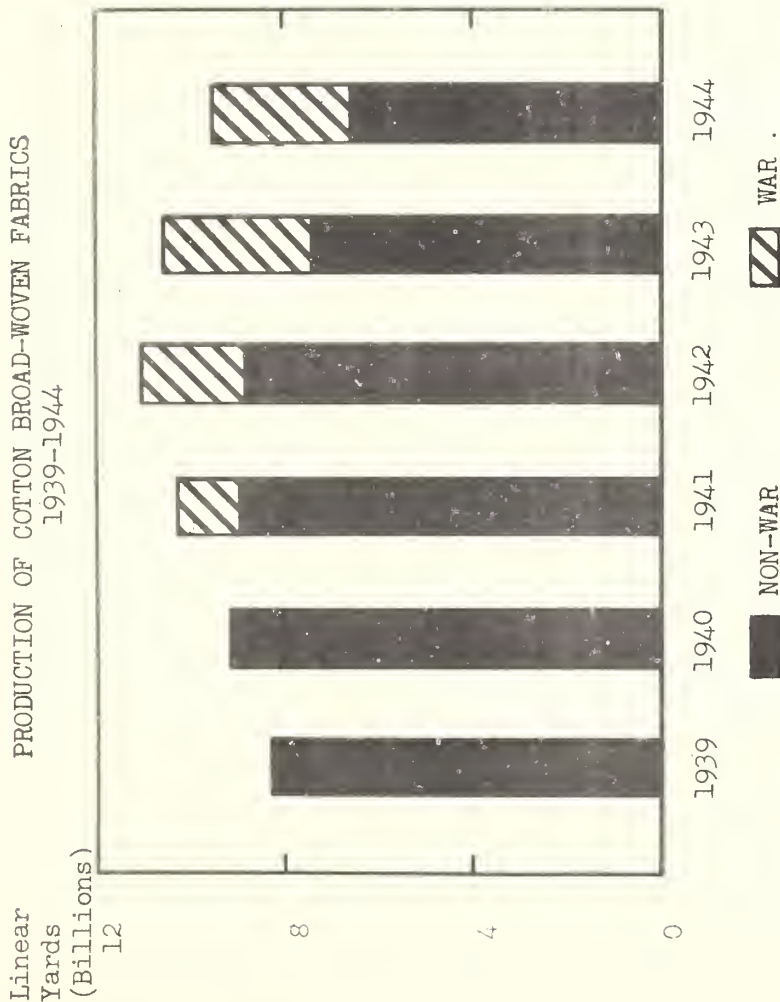
Out of 394 Tennessee farm families 83 percent reported doing some home sewing in 1944. Between 1943 and 1944 changes occurred in the amount of home sewing. Of the families receiving the same income both years, about 25 percent reported less home sewing and 7 percent, more. Of those with less income in 1944 than in 1943, 18 percent reported less home sewing and 17 percent, more. Twenty-seven percent of the families having an increase in income reported less sewing while 16 percent reported more. Obviously, factors other than change in income must have been important in determining changes in amount of home sewing.

Families reported on why they changed the amount of their home sewing. About 60 percent of those sewing less in 1944 than in 1943 reported that "material was not available." Of the families reporting more home sewing, "more clothes needed" was given as the reason by 44 percent; only 7 percent reported that they sewed more because "ready-made clothing was poorer."

Changes in amount of home sewing done by families in Tennessee in 1944 as compared to 1943, classified by income changes

Income in 1944 as compared to 1943	Percent home sewing		
	Same amount	More	Less
Same.....	69	7	25
Less.....	65	17	18
More.....	58	16	27

Source: Unpublished data from Study of Adjustments of Rural Families to Economic Change.



Cotton broad-woven fabric production reached its peak in 1942; since then the trend has been steadily downward. Production in 1944 was below that of 1942 by about 1.5 billion linear yards or approximately 13 percent. After war demands were met only about 6.6 billion yards were available for all civilian use in 1944, a decrease of 28 percent from the output of 1940. At the same time civilian population had declined only about 5 percent.

Production of cotton broad-woven fabrics 1/
1939-1944

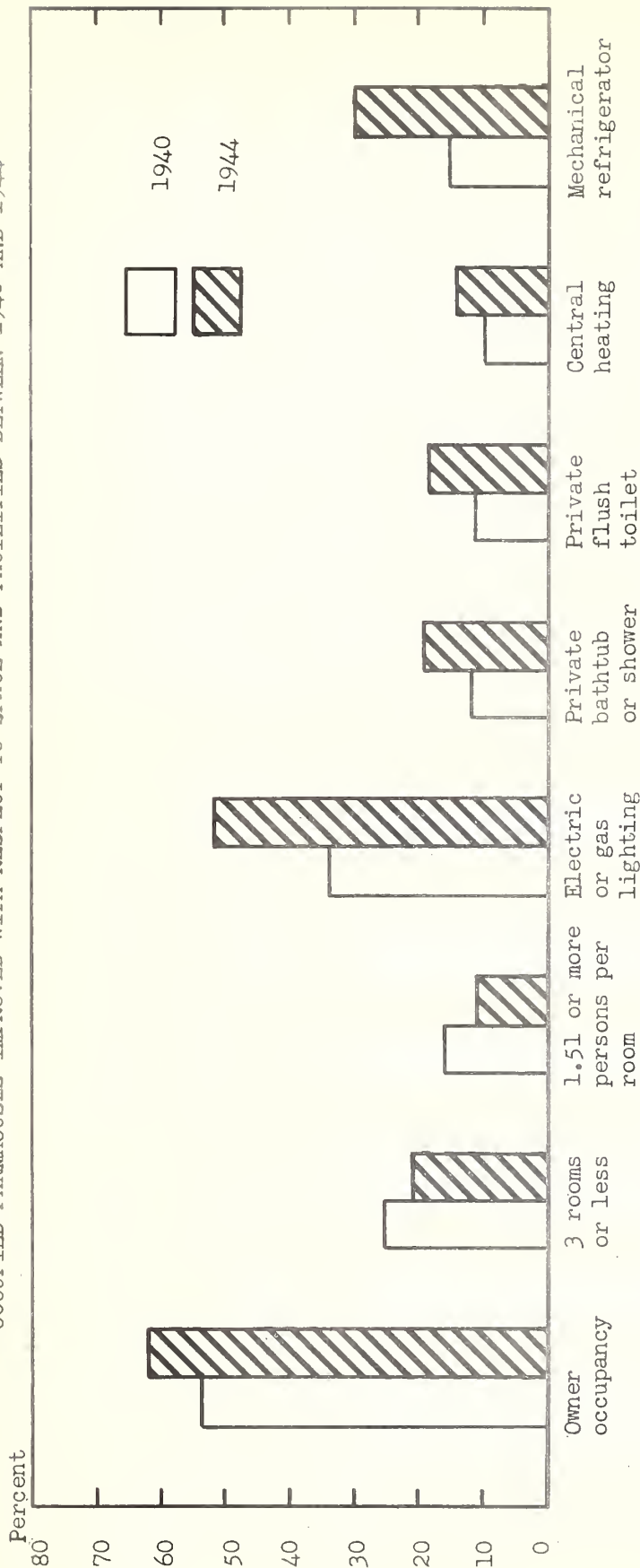
(Billions of linear yards)

	1939	1940	1941	1942	1943	1944
War.....	-	-	1.3	2.4	3.2	3.0
Non-war....	8.3	9.2	9.0	8.8	7.4	6.6
Total.....	8.3	9.2	10.3	11.2	10.6	9.6

1/ Excludes tire fabrics.

Source: U. S. Bureau of Foreign and Domestic Commerce. Compiled from reports of the Bureau of Census and the War Production Board.

OCCUPIED FARMHOUSES IMPROVED WITH RESPECT TO SPACE AND FACILITIES BETWEEN 1940 AND 1944



Percentage of occupied rural farm dwellings with specified characteristics in 1940 and 1944

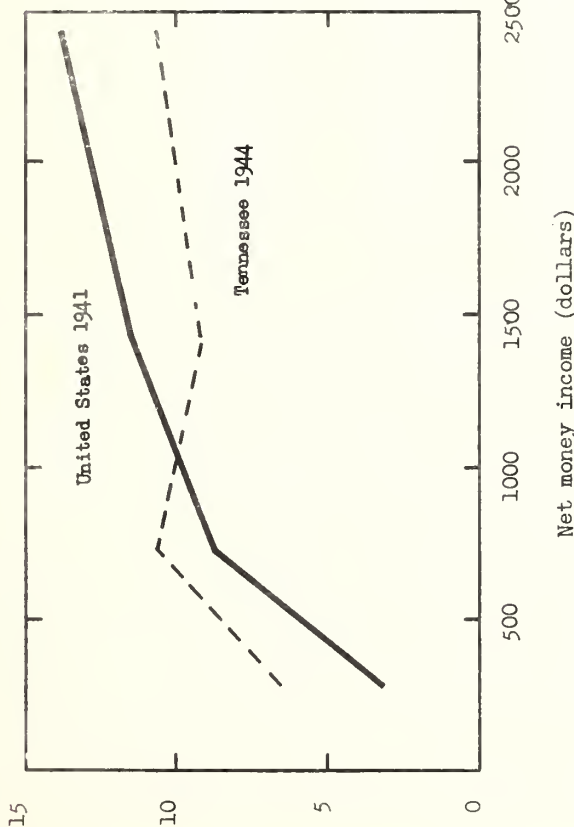
General improvement in space and facilities in occupied farmhouses occurred between 1940 and 1944. Owner occupancy increased and the proportion of families living under crowded conditions decreased. Some new building and installations occurred in spite of wartime shortages and restrictions. In addition, migration from farm to city occurred which vacated nine percent of the farm dwellings, most of which were the smaller, less well equipped ones.

	1940 Percent	1944 Percent
Owner occupancy.....	53.2	62.0
3 rooms or less.....	25.4	20.6
1.51 or more persons per room.	16.1	11.1
Electric or gas lighting.....	33.7	52.1
Private bathtub or shower.....	12.2	19.3
Private flush toilet.....	11.5	18.2
Central heating.....	10.1	13.6
Mechanical refrigerator.....	14.9	30.2

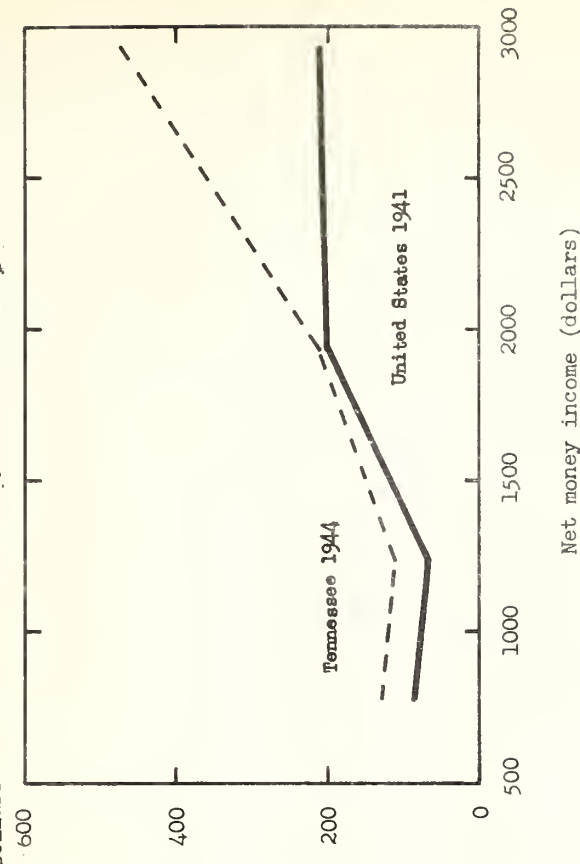
Source: Bureau of Census, Housing, Special reports, Series H-45, No. 2 (July 21, 1945).

FARM FAMILIES MAKE IMPROVEMENTS ON OWNER-OCCUPIED HOMES, 1941 AND 1944

A. Percentage of families making improvements



B. Average expenditures for improvements on owner-occupied homes by families making them



In spite of wartime restrictions, some improvements continued to be made on owner-occupied farm homes during the war. In 1944 the proportions of white farm families in Tennessee at given income levels making such improvements did not differ greatly from the proportions of all farm operator families in the United States at the same income levels making improvements in 1941. The average expenditures for improvements were greater, however, in 1944 than in 1941, reflecting higher costs.

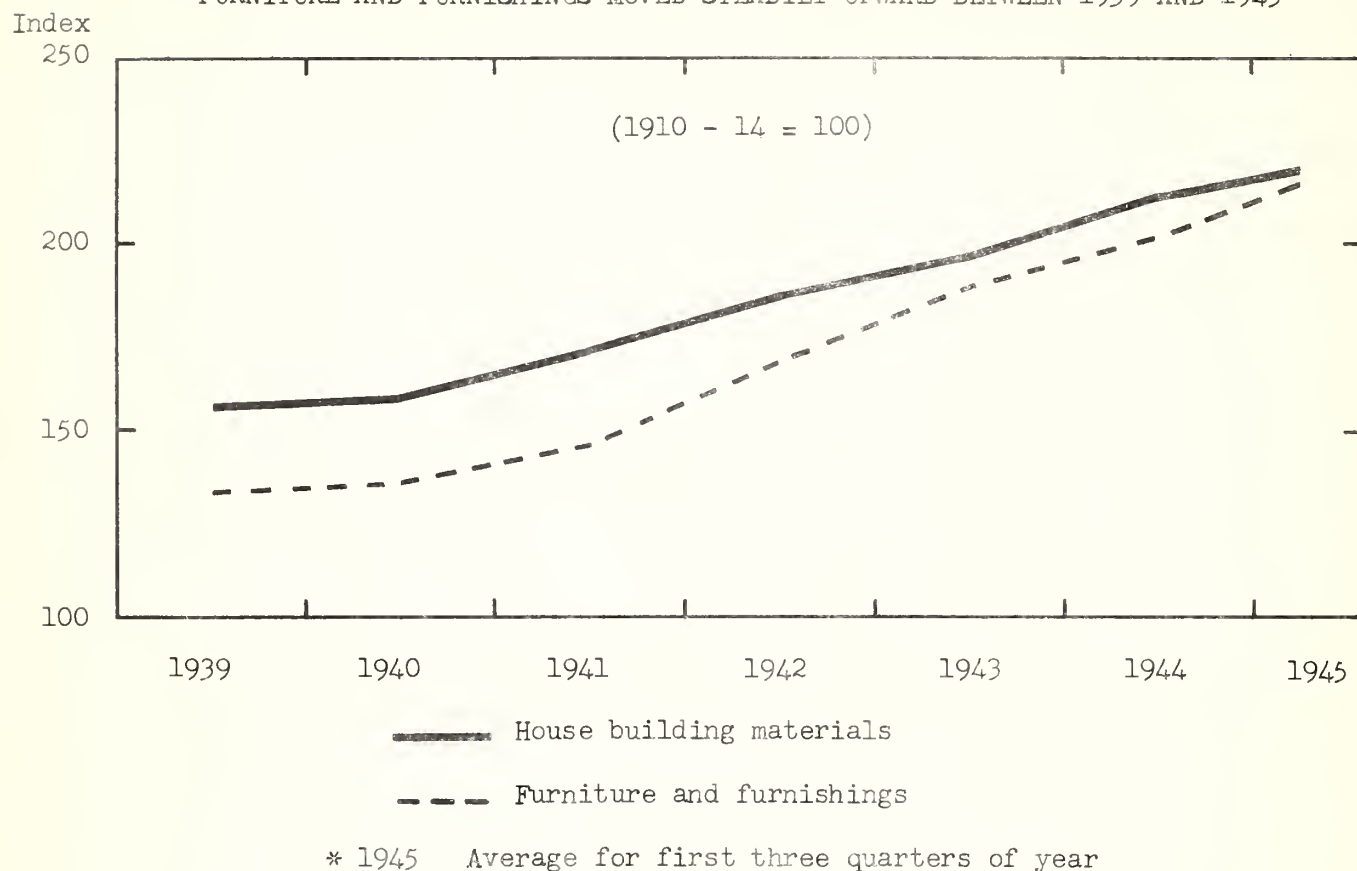
Source: Unpublished data from Rural Family Spending and Saving in Wartime (United States, 1941); and Adjustment of Rural Family to Economic Change (Tennessee, 1944).

Improvements on owner-occupied homes by farm operator families in the United States, 1941, and by white families living on rural farms in Tennessee, 1944, by income class

Net money income class (Dollars)	Average net money income 1/ (Dollars)	Families making improvements (Percent)	Average expenditure by families making improvements (Dollars)	
			United States 1941	Tennessee 1944
0-499.....	271	3.1	87	132
500-999.....	737	8.8	72	114
1,000-1,999	1,427	11.5	204	211
2,000-2,999	2,439	13.8	212	480
0-499.....	—	6.6	—	—
500-999.....	—	10.7	—	—
1,000-1,999	—	9.2	—	—
2,000-2,999	—	10.8	—	—

1/ Data for Tennessee families not available; for charting purposes the averages were assumed to be the same as for United States families in 1941.

PRICES PAID BY FARMERS FOR HOUSE BUILDING MATERIALS AND
FURNITURE AND FURNISHINGS MOVED STEADILY UPWARD BETWEEN 1939 AND 1945



The average prices being paid by farmers for both building materials and for furniture and furnishings are considerably greater now than before the war. The index of prices paid by farmers for house building materials is 220 in 1945 (first three quarters only), as compared with 156 in 1939. For furniture and furnishings the comparable figures are 217 and 134.

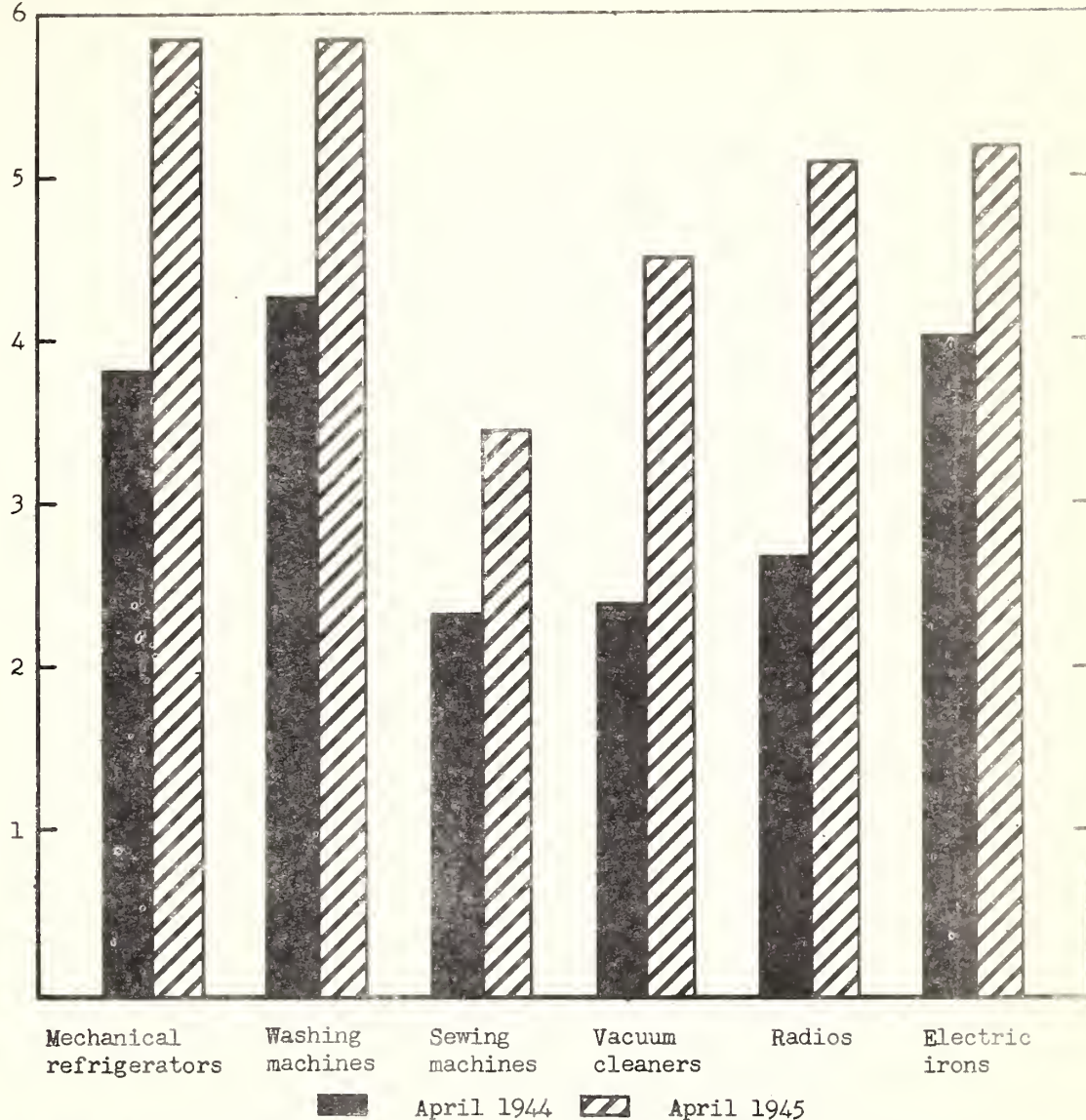
Prices paid by farmers for house building materials and for furniture and furnishings, 1939 and 1945
Index numbers (1910 - 14 = 100)

	House building materials	Furniture and furnishings
1939.....	156	134
1940.....	159	136
1941.....	172	146
1942.....	186	168
1943.....	197	188
1944.....	213	202
1945.....	220	217

Source: Bureau of Agricultural Economics, U. S. Dept. of Agriculture.

No. of families who
would have bought
(millions) 6

MORE FAMILIES WOULD HAVE BOUGHT HOUSEHOLD APPLIANCES IN APRIL 1945
THAN IN APRIL 1944, IF THEY HAD BEEN AVAILABLE



Consumer demand for household appliances out of production since the beginning of the war was greater in April 1945 than in April 1944. In this twelve months period the number of families reporting that they would buy mechanical refrigerators immediately if they were available increased by 53 percent. For other pieces of equipment the increases are as follows: Washing machines, 37 percent; sewing machines, 49 percent; vacuum cleaners, 88 percent; radios, 90 percent; and electric irons, 29 percent. These increases reflect to a large extent the wearing out of old appliances. The demand reported in April 1945 was greater than it had been in any year before the war.

Number of families who would have bought specified household appliances in April 1944 and in April 1945, if they had been available

Household appliance	April 1944	April 1945
	(In thousands)	
Mech., refrigerator.	3,827	5,852
Washing machine....	4,262	5,835
Sewing machine.....	2,323	3,451
Vacuum cleaner.....	2,390	4,501
Radio.....	2,682	5,085
Electric irons.....	4,019	5,195

Source: WFB, Civilian Surveys Bul., Series D, No. 4 (May 22, 1945).

